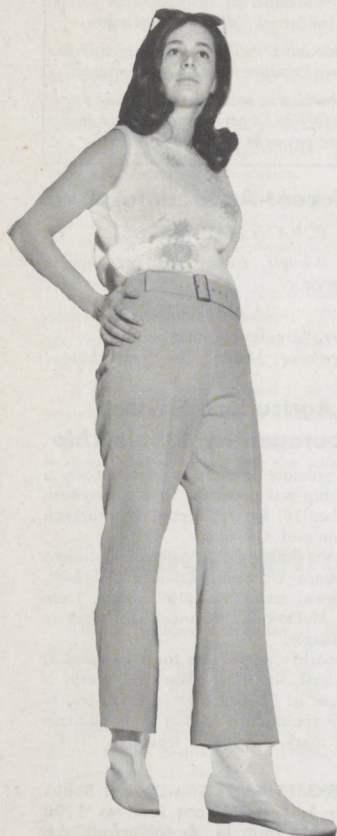


Contacts

VOL. 2 NO. 1, JANUARY 1966 — PUBLISHED MONTHLY FOR AND BY EMPLOYEES OF EATON'S WESTERN DIVISION



Fashion Co-ordinator Predicts Spring Favorites

Just a peek at the few styles modelled by Eaton women shows that fashion will be feminine, young and contemporary this year. Mrs. Lillian Vadeboncoeur, Fashion Co-ordinator, has chosen the following highlights as a few of the pace setters to watch for:

. . . Michele Malvin, College and Career Shop, sports bell-bottom hip-hugging slims, boots, a sweater with the shrunken look and the accessory this year — belts, belts, belts.

. . . Terry Latour, Maison Antoine, is ready for spring with a school boy haircut, shorter, shaped close to the head. Dress sleeves are fancy, lace-trimmed, puffed.

. . . Handbags are smaller, compact stylings. Heels are shorter, heavier, wider, front cut-out and tie detail. Hosiery is pale and whitened.

. . . Jane Wallace, Staff Training Supervisor, wears a lowered, unrestricting tunic ensemble of two contrasting colors. Millinery is smaller, softer, more feminine and more important to the total look.

. . . Connie Brown, Secretary, Divisional Workroom, shows one example of the brilliant combinations of color in prints. Skirts are shorter, flared and mobile.

. . . Jody Bell, Millinery, is ready for the fashion parade with big news — a slim fitting coat-and-dress ensemble from two fabrics and two colors. Her jaunty side-tilted hat combines straw and fabric.





Seventh in Series

MEET GORDON ELLIOTT

Twelve years ago Gordon Elliott spent the summer working as a member of a drilling team in the British Columbia mountains. Today he guides the personnel activities of Eaton's Western Division.

This quick climb from mountain peaks to business heights can be attributed in part to his inquiring mind, his uncanny sense of timing and his ability to develop a working business team.

He is known for giving full rein to his staff and for expecting them to be responsible for their actions. A good listener, he is always willing to consider the ideas and opinions of others, and practices an "open door" policy where all inquiries are answered to the best of his ability.

The Divisional Personnel Manager began his professional career after receiving a Bachelor of Commerce degree from the University of British Columbia and completing the course work for a candidacy towards a Master's degree in Marketing.

After two years in the pulp and paper industry, he joined a small research company in Vancouver. There he became part owner and Vice-President in charge of Production. A few years later, at the age of 26, Mr. Elliott established his own marketing survey firm specializing in image and attitude surveys, sales performance testing and market consulting for many major companies in Western Canada. Consulting work for Eaton's led to his joining the Company in 1964.

INVEST MONEY IN PEOPLE

Mr. Elliott came to Eaton's just prior to the merchandising reorganization, whereupon he was immediately handed a very difficult job. "It was a challenging time for all of us", he reflected, "but now that period is past and we can place less emphasis on organization structure and concentrate on developing the individuals within".

"Just as we invest money and time in buildings and equipment, so must we invest in people," he stated, adding that Eaton's pays comparable or better rates in each community to attract and hold the best people for all positions.

The executive would like to see women in bigger and better positions. "There are many opportunities for those with ability and ambition".

In connection with promotion, he subscribes to the theory that having a successor in place is vital to a person's advancement in the Company. He also maintains that a stronger working force will develop as management begins to take on added personnel functions such as training, communications and job qualifications.

Gordon Elliott turns to recreational activities to balance a heavy business day. He works out regularly at the YMCA, golfs in the summer and curls in the winter.

He and his wife, Pat attend the Manitoba Theatre Productions and frequently join friends in a game of bridge. They both spend precious time with son Bruce, 2½ years, and daughter Nancy Anne, 8 months.

CONTACTS

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Recent Appointments

PORT ARTHUR STORE

C. H. Bennett, Advertising and Display
Supervisor.

CATALOGUE

C. Scarr, Circulation Supervisor.

J. Greenwood, Mailing List Supervisor.

Agriculture Studies

Encouraged by Scholarship

To promote interest in agriculture, a scholarship was presented to a rural youth December 30, by the Port Arthur branch of Eaton's of Canada.

Donald Belluz, 19, second-year student at Western Ontario Agricultural School, Ridgeway, received a \$100 cheque from M. A. McDowell, Personnel and Operating Manager.

To qualify, applicants must be enrolled in at least six 4-H clubs and attain a minimum of 75 per cent in each, be active in community affairs and maintain a good mark average in school.

4-H EFFORTS PAY OFF—Donald Belluz of R.R. 1, Fort William receives \$100 scholarship from M. A. McDowell, operating manager of T. Eaton Co., Port Arthur. At left is N. W. Harrison, local representative of the Department of Agriculture.



Japanese Experts Test Exclusive Shipment to Eaton's

It all began two years ago when Toronto Principal Buyer, R. E. Des Isles, received word from Eaton's contact company in Japan that a young firm would offer exclusive rights to a product unsurpassed in North America.

December 20, when the 200 compact, fully-complete, electric adding machines landed in Winnipeg, Japanese experts arrived as well.

"We are not thinking of profit right now," Mr. Y. Kobori, Vice-President of the firm explained. "We realize the potential with your company and want to be sure everything is perfect." This is the first time they have exported to Canada.

The Service Technician, Mr. M. Onari, who holds an Atomic Physics Degree, tested each machine for motor speed, print, calculation, mechanical adjustments and the condition of the high-impact plastic housing. He also studied the effect of below zero weather on the lubrication.

When asked why Japanese goods are less expensive, Mr. Kobori replied that labour is a major factor but that, "labour costs are rising in Japan, too, to get quality."

He stated that their company has a staff of 230 ranging in age from 18 to 25 years.

"We recruit from the country high schools," he said, "and supply free dormitories and food at a discount." Two or three people share a small room and sleep on six foot mattresses placed on grass mats. The beds are rolled up and put away during the day.

The two men expressed an interest in the catalogue operation after taking a complete tour and noted the technical Japanese products sold in the retail store.

They moved on to examine machines in Toronto a week later and then travelled back to Vancouver to test the second shipment from Japan.



Yoshitaka Kobori, Vice-President of a Japanese Company, stands by as Masaharu, Technician, tests each electric adding machine made by their firm for sale through Eaton's Catalogue. Bob Robertson, Catalogue Rebuy, assisted the visitors during their stay.

Baumann Designs Unique Bedroom Display

There's nothing quite like it in Winnipeg.

Miss Janice Baumann, Home Furnishings Fashion Co-ordinator, has worked with management, carpenters, painters, salesmen and the plant office to successfully create a Bedroom Shop Display which is unique and exciting.

Miss Baumann explained that the display

offers the customer 29 complete bedroom settings from which to choose furniture and accessories.

"We wanted to get maximum selling appeal and aesthetics within the minimum space," she said. "We now show as many suites as we did before back-to-back, and the customer can better picture each suite in her home."

The display follows a pattern, built around 6 bays, but there are no straight aisles . . . wherever a person walks, her eye is forced to stop and look.

Low, see-through, Oriental-inspired panel backgrounds are designed to enclose each setting, yet leave an open feeling where no one can get lost and salesmen can easily see customers.

Miss Baumann designed the panels from strings of rug yarn, wood strips, fabrics and popular priced wall paper — all available to the customer in the store.

A show of color is everywhere. Miss Baumann, a former assistant professor of interior design at the University of Manitoba, reports that "hot pink", used in conjunction with red, orange and a dash of black, are very popular, particularly when used with Spanish and Contemporary furniture.

Vital, sunny, marine-toned blues and green are good with all periods and in a

variety of settings. Stunning prints, reflecting the Mediterranean influence, are shown in upholstery fabrics, in draperies, in bedspreads, in rugs and in carpets of all sizes.



The final touch is given to one of the 29 complete bedroom display suites, by Pete Schellenberg, Furniture Salesman and Janice Baumann, Home Furnishings Fashion Coordinator.



Earl Kvammen and Lou Scott pause by the modern fixtures recently installed in Regina. Other Western Stores are also seeing many improvements.

JANUARY IS SUMMER

At a time when Westerners are warmly bundled in fur hats, fleeced-lined boots, scarves, gloves, red flannels and heavy coats, Eaton merchants are busy in Canadian and foreign markets buying cotton bermudas, open-toed sandals, breezy straw bonnets and sun tan lotion. The fashion parade for a blistering summer is being determined.

Wherever buyers seek summer merchandise — Toronto, Montreal, Belfast, Paris, London, New York — an Eaton buying office is available to help forecast and choose items that will sell.

The buying office can be considered as a sensitive antenna aimed at the surrounding market to keep the main body on beam.

When a buyer visits New York, for instance, he is greeted by a staff of 25 Americans and one woman from Scotland, all who know the market.

Each New York office buyer is expected to keep constant tab on the American market for a specific commodity and to escort Canadians to promising showrooms.

The office sees that United States merchandise is properly shipped to Canada and keeps Canadian buyers informed about the new market developments.

BUYING SCHEDULE HECTIC

The smart buyer doesn't visit New York solely to see what's "hot". He knows what he wants and in what quantities. Before flying to the big city, he sends his American counterpart a complete description of the "look" he is after, the price ranges, sizes and number of items.

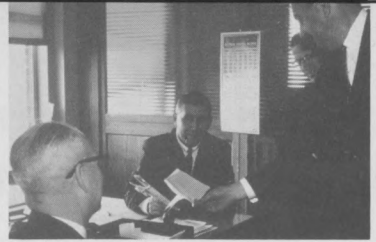
When he walks into the Madison Avenue office, a closely timed buying schedule awaits his approval and he heads for the showrooms.

When evaluating American goods, buyers consider products of superior quality which are different from those on the Canadian market. The goods must be worthy of a higher retail price in Canada to cover the costs of dollar value exchange, sales tax, custom duties and freight rates. Since Canadian manufacturers copy U.S. merchandise, buyers will travel to Toronto and Montreal to compare, before placing a final order.

At the end of a hectic buying day, buyers assess their purchases, write orders and discuss business with fellow Eaton merchants from across Canada.

Last year, 938 Canadians counted on the New York staff for assistance — 1966 will see them there in force again, beginning with the January search for fresh, bright, cool summer goods.

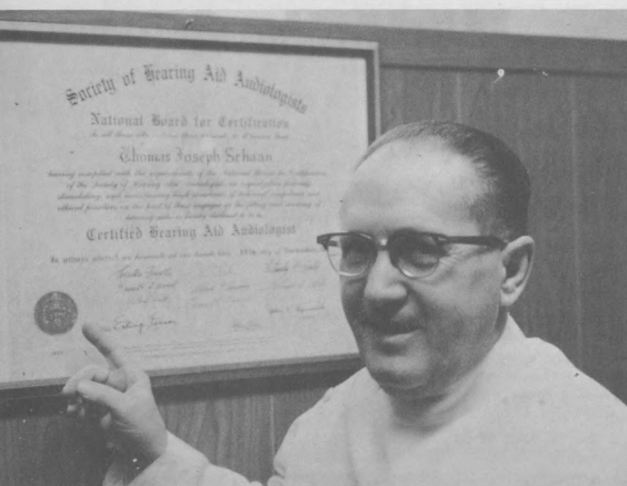
Fabric houses bring samples to the office conference room for buyer approval. From left to right: Henry Brothers, Vancouver, Jack Kieley, Toronto, Dan Abbott, New York Assistant Manager, Ken Barling, Winnipeg, Jim Salisbury, C.M.O. Toronto, Len Vincent, C.M.O. Toronto.



Buyers from three Divisions discuss business opportunities. Left to right: R. E. Herriot, Winnipeg, Gordon Hinton, Toronto, Frank Curran, Toronto, John Leclair, Montreal.



R. E. Herriot, Winnipeg Notions, reviews new products with G. A. Purdy, New York Buying Office Manager, before going to the market.



Tom Schaan, Saskatoon, spent over two years of experience and study to earn his Hearing Aid Audiologist Certificate.

Schaan Awarded Certificate

Tom Schaan, who operates our Hearing Aid Center in Saskatoon, has become a certified hearing aid audiologist and is now a member of the National Hearing Aid Society.

He spent two years gaining experience in the business and studied in the evenings to complete the certificate course. He is now identified as a responsible dispenser of hearing aids, adhering to the ethics laid down by the society. Tom spent some time in our Winnipeg Store Hearing Aid Center prior to opening his own office at Eaton's Saskatoon.

The need for ethical and professional standards is essential in the testing of hearing loss, fitting the hearing aid and taking ear impressions. The audiologist must also know when a patient needs medical care, a hearing aid, or both.

Tom Schaan is now dedicated to the welfare and service of our hard-of-hearing public. We know many will benefit from his qualified and sincere efforts.

— Terry Thurgar

APPRAISAL PROGRAM CLARIFIES JOB PERFORMANCE

By the end of February every regular employee in the Western Division will have participated in an appraisal interview with his supervisor in accordance with the newly-launched Performance and Promotability Program.

The program is primarily designed to clarify job responsibilities, provide an assessment of performance against job standards and recommend methods by which an individual can improve.

"One of the most immediate benefits of the program", stated Joel Rochon, Staff Development Manager, "is that it lets everyone know where they stand".

"Because of imperfect communications," he said, "there is generally a gap between how the supervisor sees the functions of a job and how the employee performs those functions. Through the appraisal process, it is hoped this gap will be closed. In so doing, performance and promotability should improve, and individuals at all levels can develop in reaching for specific areas of improvement."

A few individuals have apprehensions about the appraisal process because they don't like to "sit in judgment". Mr. Rochon emphasized that "no one is expected to act like an amateur psychologist or take a God-like attitude during an appraisal interview. If they do, they are probably destined for trouble."

"The Appraisal interview is intended to be a natural — and two-way — discussion about the job between the supervisor and employee. The appraisal program really only provides a tool which enables all concerned to improve the way they do their work, and achieve more and more job satisfaction."

The launch of the program began at the top of the organization. By the end of January, 1966, all appraisals for executives, managers, and supervisors are to be completed. No supervisor is expected to conduct an appraisal interview until they, themselves, have been appraised by their boss.

"We would normally expect it to take two or three years experience to produce really good appraisals," the Staff Development Manager said, "but the senior management people in this organization have been taking great care with the preparation of appraisals and in the conducting of interviews. The quality of the appraisals received so far has been generally excellent — but it takes effort, especially the first time."



Joel Rochon, Management Development Co-ordinator conducted meetings with all staff who would be using appraisal forms.

"Three or four hours go by very quickly when you are doing justice to an appraisal," he noted.

Explanatory forms, guides, and procedures were distributed to all levels of management and supervisors in the Division during special meetings conducted by Mr. Rochon and Personnel Management in the Western Stores and the Catalogue.

"We wanted to be sure that all appraisers were trained in the same way, so that the interpretation of the system, its terms and procedures would be as uniform as possible."

What is the Procedure?

- * An appraisal form is completed for you by your immediate supervisor, as outlined in "Guide to Performance and Promotability Appraisal."
- * The completed appraisal is reviewed by the next supervisory level and the contents agreed upon.
- * Both the rater and his/her supervisor sign the form.
- * You and your supervisor discuss the appraisal, agree on the contents and you sign the form.
- * The completed appraisals are forwarded in a confidential envelope to your Functional Head for over-all approval and signature.
- * The Functional Head forwards the completed appraisals to the Staff Development Office where they are read and analyzed.

What Does It Do For You?

- * An appraisal gives you a better understanding of your responsibilities and the results expected.
- * It shows you where you are strong and where you can improve.
- * Your progress and potential will be recognized by several levels of management.
- * It provides a specific plan for your development.
- * Appraisals strengthen communication and understanding between you and your supervisor, resulting in greater job satisfaction and ability to attain goals.

Mr. Rochon dictates notes about developmental plans for each person.



Chuck Harrison conducts an informal appraisal interview with John Mainella.

OUR HIDDEN PERSUADERS:

THE PERFECT PLAS

*They don't eat,
they don't sleep,
they never complain,
and they sell, sell, sell*

Mannequins are worth every dime of the thousands of dollars Eaton's spends on them each year. For mannequins do sell clothes.

They're set up to sell in the softest way possible. They make their pitch subliminally; the shopper who glances into the window immediately puts herself into the clothes, never realizing she's influenced by the glamorous creatures who wear them.

But it doesn't all happen automatically. To do their selling job, mannequins change their hair to suit the occasion; flat for hats, high for evening and artfully tousled for lingerie. To sell sportswear they swing golf clubs or don skis; for beachwear, they acquire toes and toenails, and for bikinis, they show their navels.

When they sell Paris clothes, they project an image of high fashion and impeccable taste. College and Career girls are well groomed and lively; teeners have long blond hair, blue eyes and thoughtful expressions; tiny tots have a slightly dreamlike quality and appear to have lovely manners.

MANNEQUINS CHANGE WITH THE TIMES

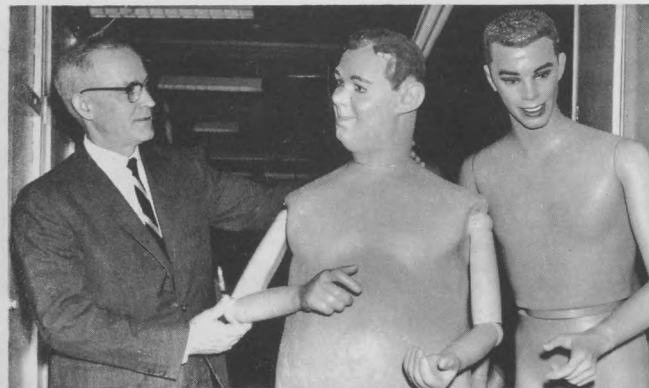
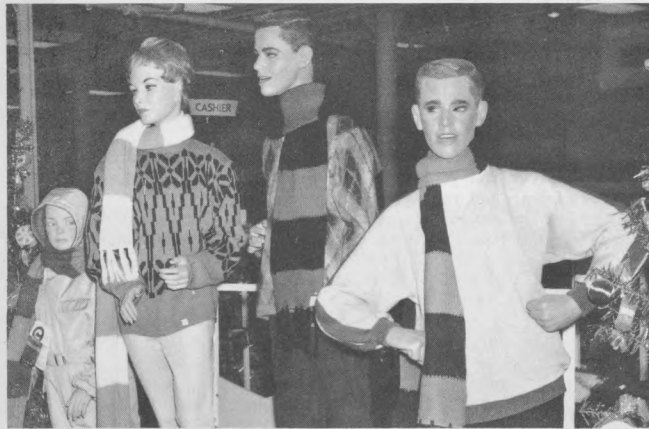
Fifteen to twenty years ago, female mannequins used to be dull, aloof creatures who looked as if butter wouldn't melt in their mouths. They were made of plaster of Paris and weighed 90 pounds or more, or were carved from wooden slabs that barely resembled the female form and made all clothes look like sacks.

During the Thirties, papier-mâché became the favored material and their weight came down to 30 or 40 pounds. Today's elegant models weigh as little as 13 pounds, being constructed of glass fibers and polyester resins — a petrochemical derived from oil.

In recent years mannequins have acquired livelier personalities. They are modeled on real people, sometimes celebrities. A few years ago many looked like Audrey Hepburn and Jacqueline Kennedy. More recently they have resembled Jean Shrimpton, the gazelle-like English girl who is the top New York photographer's model just now.

The shape of mannequins has also changed to follow fashion trends. In the Thirties, they were pigeon-toed, because that was considered stylish. In the Forties, when the broad-shouldered look prevailed, they had muscles like prizefighters. In the last 10 years they've taken off weight around the middle, as fashion's ideal woman has slimmed down.

Joe Donaghy, Assistant Display Manager, points out features of the old and new. Note the detachable head, arm sockets and bulky form of the papier-mâché gentleman. Today's young men have smooth necks for open shirts, masculine forms and flexible waists.



STIC SALESPeOPLE

Although there are several manufacturers of mannequins in Canada today, Eaton's buys from top firms in New York who offer the most modern, up-to-date models available.

The Winnipeg store alone, houses over 400 mannequins which cost anywhere from \$60 for babies, up to \$250 for fashion models — and the demand for new, exciting mannequins continues.

REPAIRS A CONSTANT INDUSTRY

Keeping mannequins in repair and looking stylish is a small industry in itself. They can last over 25 years with care, although hair styles tend to change every six months.

Eimer Nafagi from the Display department, restyles wigs when he has time but most often returns them to the Canadian company where they were purchased, for the latest hair creations.

Mr. Nafagi came to Eaton's three years ago, bringing 30 years experience as a sculpture, lamp designer, molder of figurines and mannequin tender. He cares for and repairs Eaton's Winnipeg mannequins by refinishing older chipped models, mending cracks in the new plastic mannequins and repainting faces on some as many as two times a year. A full supply of body parts including arms, legs, torsos, hands and feet are among his supplies to keep all mannequins bright and new looking.

Old mannequins it turns out, don't really die; they just get rearranged.

We thank the Imperial Oil Review for research and editorial assistance.



The ladies receive a make-up job from Eimer Nafagi.

Some are mistaken for potential playmates.



In five minutes, Agnes Kirton gives a complete change of clothing to a mannequin in Misses' Suits.



SPORTS NEWS

by DOUG BRAULT

In the Sports Spotlight

Meet Terry Braunstein, Research Department, the 1965 Brier Curling Champion of Canada.

Back in 1958 Terry and his team of high school curlers surprised the curling fraternity by winning the Manitoba curling championship and forcing Matt Baldwin of Edmonton to a playoff before being subdued in the Brier finals.

Terry was back in 1965 with a highly confident team and this time he was not to be denied.

Playing through 32 Manitoba Zone representatives, Terry wound up in a playoff against Bruce Hudson and edged him in straight games. In the Brier Terry lost only one game against Northern Ontario to win the Brier and the biggest thrill in his life.

His biggest disappointment — losing the world championship to Bud Somerville of the United States.

Terry has won between 30 and 40 trophies and at least double that in merchandise prizes. He is currently in the Winnipeg Zone playoffs and has won his opening games — looks like another good year for Terry.

What does a curler do in the summer — Terry stated that he gets re-acquainted with his wife, does a little reading and plays a little golf. He has a ten handicap.

Terry's lovely wife Andrea is an avid curling fan and attends as many matches as she can.

Terry's tip to Eaton Curlers —

"Practice and concentration".



Terry Braunstein, Market Research, and his pretty wife Andrea, pose with Brier tankard after a triumphant arrival back in Winnipeg last March.

Eaton Club Brier Representatives

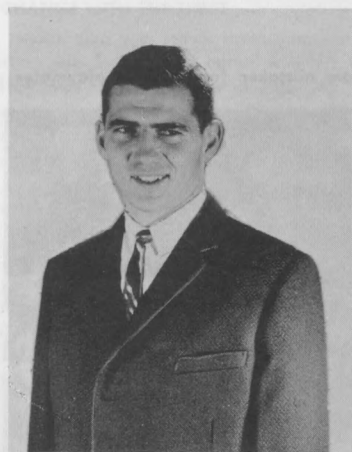
Teams skipped by Peter Nygard and Jim Thomson won the right to represent the Eaton Club in the Brier Zone Play-downs.

Both teams were eliminated in their zone after some very fine curling — better luck next year, fellows!

Klinck Leads Mixed Curling

In the Regina Eaton's mixed curling, Errol Klinck and his team are leading after the first round.

Eleven teams are participating in weekly games held each Monday morning with skips R. S. McBride, E. Krammen, E. Klinck, E. Cawlsly, L. Dell, R. Williams, G. Sentes, J. Haffas, K. Krentz, B. Dodds and W. Pringle.



Klinck Wins Curling Consolation

Errol Klinck, Regina Ladies' Wear, playing third on a team skipped by Don Hill of the Regina Curling Club, walked off with a team consolation prize of one hundred dollars at the conclusion of the Invitation Cash Bonspiel held in Regina recently. The team never lost a game, after a loss in the opening round.



Brier Reps.: Pat Milne, Archie Harrison, Peter Nygard (skip). Missing from picture Harvey McCalmont.



Brier Reps.: Back Row: Stan Bilyk, Jim Thomson (skip). Front Row: Jim Flather, Jake Klassen.

Outstanding Bowlers Announced

The Winnipeg Eaton Five Pin Bowling League reached the half way mark in the current season with noteworthy performances already recorded.

Rita Guenther, with a 163 average rolled an outstanding 399 scratch game, just missing the coveted 400 count.

Noella Pichette, 147 average, sparkled for a 351 scratch score.

Alice Slanowski, 171 average registered a fine 752. In this series she had 18 strikes in the three games and could have posted a much larger score with a few breaks.

Marge MacCallum starting with an average of 86 is now shooting 136 and must be one of the most improved bowlers in the league.

Nearly thirty bowlers enjoyed a turkey dinner as a reward for their efforts in our recent Turkey Shoot, which means one of every three bowlers was a winner.

Competition for the Championship Play-Off has been close and although some teams had a relatively easy time, most places were not decided until the last night of the series.

Winners and record holders to date are:

DIVISION 1

First Series: Skippers - Marge Beer, Anne Odgers, Ollie McReynolds, Ernie Wall, Clarence Saunders. Second Series: Sparklers - Edna Taggart, Addie Thomson, Jean Bennie, Bill Taggart, Sigi Sigvaldason. Records to Beat: Team High Three - Dynamos, 3506; Team High Single - Rockets, 1274; Ladies' High Three - Hilda Cousins, 919; Ladies' High Single - Del Pankhurst, 363; Men's High Three - Clarence Saunders, 905; Men's High Single - Tom Cuthbert, 398.

DIVISION 2

First Series: Tegos - Marge Weymouth, Sybil Hanneson, Elsie Craig, Les Smart, Forbes Grassick.

Second Series: Alley Bys - Evelyn Bowyer, Francis Spice, Noella Pichette, Bill Nykiforuk, Percy Cook. Records to Beat: Team High Three - Untouchables, 3416; Team High Single - Untouchables, 1233; Ladies' High Single - Noella Pichette, 410; Ladies' High Three - Lena Meluk, 935; Men's High Single - Harold Brown, 364; Men's High Three - Les Smart, 898, Herb Headson 898.

DIVISION 3

First Series: Panthers - Barbara Earl, Lenore Henry, Gladys Ohlsson, Mabel White, Norm Henry. Second Series: Eagles - Marge Michie, Marge Yurkum, Rita Guenther, Henry Guenther, Bob Stacey. Records to Beat: Team High Three - Zippers, 3514; Team High Single - Zippers, 1224; Ladies' High Three - Rita Guenther, 830; Ladies' High Single - Rita Guenther, 410; Men's High Three - Henry Guenther, 897; Men's High Single - Eric Steiner, 348.

Vic Swiderek, our hard working Secretary, would like to express his appreciation of the attendance of the people bowling in the Wasson and Carling events.

Everyone showed up and all teams competed at full strength. Keep it up, don't let your team or your league down, in these events.

Bennie and Cuthbert Hold High Average

Jean Bennie and Tom Cuthbert are currently holding high ladies' and gents' averages and will represent Eaton's in the forthcoming city singles and Western Canada Championship qualifying round. Tom's high three game total of 1035 is the highest in the city to date.



Best Makes All Star Rating

Skip Best, son of Lindy Best, Group Sales Manager in the Regina Store, was selected for the second offensive tackle spot on the Western Canada Intercollegiate Football League. Eighteen-year-old Skip is a first year Arts student at the University of Saskatchewan in Saskatoon, and is one of the youngest "Huskies" on the team.

Skip has been a part-time employee with Eaton's Regina, having worked both in Central Receiving and Delivery.

Udell Tops Moose Jaw Curling

The standings to date for the Moose Jaw Store mixed curling as follows:

- S. Udell — 4 wins, 1 loss.
- J. Mathieson — 3 wins, 2 losses.
- K. Goertz — 2 wins, 3 losses.
- J. Phillips — 2 wins, 3 losses.
- D. Gillies — 2 wins, 3 losses.
- F. Harrington — 2 wins, 3 losses.

We might mention that Sam Udell is defending champion from last year and seems to have lost none of his form in spite of his great weight loss (due to his 60 gram a day diet, which he is urging every one to try).



Jean Bennie and Tom Cuthbert score high points in city bowling.



Dick Murray shows the club how to throw a gutter ball.

Bob Winnick is the only honest score keeper in the league. His team was losing.





Pleasing her customers brought recognition and an engraved pen to Mrs. Olga Wilson, Regina Shoes. Gordon Saunders, Personnel Supervisor, is shown presenting the November Customer Service Award.

New Entrance For Regina Store

December 11 marked the official opening of the new entrance to the Regina store. Located at the West Side, it provides greater convenience to Eaton shoppers, being a direct link to the West Side Parking Lot. Not yet fully completed, it will feature wall panelling in a woodgrain finish, with a decorative drop ceiling and recessed lights. The exterior is panelled with blue aluminum siding. All-in-all, this new entrance will mean added convenience to shoppers.



It Was A Happy Day For The Kiddies

For 120 youngsters at the Regina Store, December 13 was the next best thing to Christmas morning. This was THE DAY of the Children's Christmas Party, held this year in the employees' lounge.

First, there was a clown who gave out gay king-size balloons, followed by a showing of children's films. Then came ice cream, Christmas cake, doughnuts and soft drinks . . . and coffee too for the moms and dads! Excitement was everywhere with the sound of sleigh bells and then came the big moment . . . Santa had arrived! Happy children bounced up and down as Jolly Old Saint Nicholas made his way down the aisles, pausing to chat with many that happy afternoon. A gift for every boy and girl brought the afternoon to a successful close.

— Lillian Galvin

Regina Christmas Party Staged

Approximately 175 Regina Eaton employees gathered at the Royal Canadian Legion for the annual Christmas staff party, December 11th. J. Kells was Master-of-Ceremonies for the evening with Miss D. Pitman presenting prizes to the winners of the numerous spot dances. The door-prize, a transistor radio, was won by John Ottoson, Dept. 1253. The gala evening was culminated by a turkey supper at mid-night.

McCANN PROVES ACCOUNT SOLICITATION IS PROFITABLE



Red McCann accepts the November Accounts Award from Store Manager, R. S. McBride.

R. S. McBride, Regina Store Manager, is shown presenting Herbert McCann, Dept. 260, with the Accounts Solicitations award for the month of November. Congratulations Red for obtaining nine accounts. One hundred and eleven accounts were solicited for the month, which proved to be a record number in any one month in 1965. Accounts solicited for the year totalled 1063 and of these, 390 became active customers. Sales on these accounts amounted to \$130,000.00. The Regina staff is to be commended for this increased effort.



Memories of the prairies came to A. C. Mitchell, retired Eatonian, when Victoria, B.C. failed it's reputation for "Ever-green playground of Canada."

Best Wishes On Your Retirement

L. J. Glenat, Catalogue Operating, 40 years.
Mrs. T. Dangerfield, Women's Lingerie, 18 years.
G. Boyd, Stock Admin., 35 years.
C. F. Staples, Men's Clothing, 36 years.
Mrs. A. Hart, Brandon Men's Clothing, 12 years.
J. Hartman, Saskatoon 132, 20 years.
Miss K. Waywood, 1041F, 41 years.
Edward Zwolak, 1057M, 36 years.
Miss Joyce Hoskins, 103, 33 years.
Mrs. Leva Meyer, 222, 7 years.
Mrs. Helen Whitcomb, 227, 8 years.

Quarter Century Club Members

Beverly Orum, Light, Heat, Power, Feb. 3.
W. J. Maskell, Catalogue, Feb. 17.
Ben F. Koskey, Delivery, Feb. 17.
E. A. Sheidow, Furniture Delivery, Feb. 17.
Bernbart A. Christenson, Cat., Feb. 24.
Robert A. Ferguson, Gen. Audit, Feb. 24.
William Anderson, General Office, Feb. 28.

Salute to 40 Years Service

Miss Edith Rimmer, Saskatoon, Feb. 8.

Bill Johnston, Catalogue Operating, first started working at Eaton's as a delivery boy on roller skates in 1916. He celebrates 50 years service February 8.



Ten Vacancies On Eaton Charter Flight

The Air Canada Jet Aircraft which will carry Eatonians to London, May 23, 1966 for four weeks in Europe has ten seats vacant to date. Those interested in seeing the old world should register with the Staff Relations Department immediately.

Present and retired employees, spouse, dependent children and parents of the staff living in the same household, are eligible for the trip if accompanied by the employee.

Cost per person for the round flight is approximately \$270.00. Children under 2 years of age may travel free of charge and full fare will be required for those over 2 years.

Full fare of \$270.00 may be paid with the application or by installments of \$150.00 by February 15 and \$120.00 by March 1.

Employees with regular holiday periods under four weeks, may arrange extra time without pay with their Department Management.

Reservations or further information can be obtained from the Staff Relations Office, Winnipeg.

Authors Sponsor Short Story Contest

The Winnipeg branch, Canadian Authors' Association, Friday announced the rules for its annual short story contest for the Lady Eaton awards.

Contestants must be adult residents of Manitoba and their entries original unpublished fiction only, not exceeding 4,500 words. Three copies of each manuscript must be submitted, typed double-spaced on one side of paper only.

Author's name must not appear on the manuscript, only his nom de plume. His real name and address are to be given in a sealed envelope on the outside of which is to appear the nom de plume and title

of the story. Previous first prize winners are not eligible. The judges cannot undertake to offer critical comment or communicate with entrants. Sufficient return postage must accompany manuscripts.

Entries are to be mailed to Mrs. Beatrice Fines, 532 Bronx Avenue, Winnipeg 15, and must be postmarked not later than March 15, 1966. There will be a first and second prize of \$50 and \$25 and three honorable mention awards of \$10 each.

Contest judges are Mrs. Fines, a Winnipeg author, Don Baron, editor the Country Guide, and Lucy Bowdler, Winnipeg novelist and short story writer.

Display Manager Wilf Brown Dies

Display manager with the Port Arthur branch of Eaton's of Canada, Wilfred H. Brown, 62, of 80 Elizabeth St., died December 15.

Prominent in civic organizations and music circles, Mr. Brown had been employed by Eaton's for more than 40 years. Born in England, he had resided in Port Arthur for 27 years.

Those who worked with him on various community projects were inspired by his devotion to duty and his calm and optimistic outlook, no matter how difficult the task, Eric Carlson, president of the board of directors, Lakehead Symphony Orchestra Association Inc., said.

Mr. Carlson said, "the Lakehead cities have lost a devoted citizen in the death of Wilf Brown. As director of the Lakehead Symphony Association, Mr. Brown made a major contribution to the success of the Toronto Symphony Concert by assuming the job of promotion and publicity."

Mr. Brown was also instrumental in promoting the International Pageant for the Junior Chamber of Commerce convention in 1941 at the old arena rink with a cast of more than 400.

He was one of the enthusiastic founders of the Overture Concert Association, formed here in the spring of 1958. A member of the executive, he had been campaign manager on several occasions.

Mr. Brown had been working the afternoon of his death on Eaton's float for Saturday's Santa Claus parade.

Surviving are his wife Janet, one son, W. Hugh Brown, 296 Carl Ave., and two grandchildren.





Santa's Sweetheart, Miss Elsie Gee, was chosen for the kindness and consideration she shows to other residents.

Santa Returns to Middlechurch

"I'm caught in a snow cloud over Thompson," the telegram from Santa Claus announced, "but I'll be with you soon."

And the 120 residents of Middlechurch Home for Senior Citizens had faith that he'd come bursting into the hall that frosty evening, December 29 . . . for Santa had been visiting them now for well over 40 years. They knew that neither rain, nor sleet, nor snow cloud could halt his sleigh.

While awaiting the jolly gent, Eaton employees provided entertainment in the traditional manner including a sing-song, vocal solos, a tap dance number and original arrangements by two accordionists. Master of Ceremonies, Bern Christeanson, kept the show rolling along at a fast clip.

Soon Santa and his helpers came dancing down the aisle, waving at old friends and wishing everyone a Happy New Year.

Gifts, candy and kisses were abundant when Santa called each name and revealed their secrets. He remembered that Mrs. Williams had just been to Hawaii . . . that Mrs. Hartman crochets lovely hankies . . . that Mr. Cummings is the charmer of the home . . . that Mrs. Wicks (mother of Fred Wicks, Gift Shop) is one of the longest residents . . . that Mr. and Mrs. Richards just celebrated their 60th Anniversary . . . that Mr. Scott was thrown out of the hospital for pinching the nurses . . . and he even convinced Mrs. Louise Grose to sing a rousing chorus of, "I Belong to Glasgow".

Santa loved to see so many familiar faces and his long time friends voted unanimously to invite him back again next year.

Santa and his helpers greet an Eatonian. From left to right: Judy Galloway, Eaton Junior Council; Tom Johnston, Retired Floorwalker; Santa, Lloyd Jones; Jim Threlfall, Eaton Junior Executive.



Hans Christian Anderson and the Chimney Sweep from Mary Poppins joined the party in the person of Niels Lund, student employee in Hardware.



Santa had a special hug for 93 year old twins, Miss Rose MacKenzie and Mrs. Lillian Horne.



Master of Song, Hugh MacDonald, Delivery retiree, led the sing-song and performed two fine solos.



For many years, residents have warbled to the lively music of Jim Carter, bass violin, retired from Men's Furnishings and Vic Taylor, pianist, Ladies Hosiery.

Mr. and Mrs. George Niven, retired from 926, have been staunch supporters of the festivities for years.

